

# Water Shortage May Be Critical In Two Decades

By REYNOLDS KNIGHT  
Although there was the "Dust Bowl" era in the Plains states some years ago, this nation has had relatively few worries about water shortages, other than just local ones. But now it appears that within two decades the entire country may be facing a critical shortage in this taken-for-granted commodity.

Statistics tell this story: while in 1960 our population of 160 million got along all right when consuming 312 billion gallons of water daily, by 1980 we will need about 600 billion gallons! The need will be soaring because of both expected population growth and greater per capita use of water. At present, the total available supply from natural sources is about 500 billion gallons.

Because of this threat, a score of American companies—some with government support—are pressing efforts to perfect de-salting techniques and even more exotic methods to obtain fresh water from impure water. The latter methods even include possible use of solar energy and atomic techniques that could purify water at a cost as low as 10 cents per thousand gallons. (Today's conventional methods turn out fresh "H-2-O" for about 35 cents.)

Fortunately, some U.S. firms already have valuable experience under their belts from building water de-salting and purifying installations in this country and overseas.

**GREENBACKS, GREEN THUMBS**—This is the time of year when Americans come out of household hibernation and begin (1) to take care of the lawn and garden, and (2) spend several hundred million dollars in the process.

One company estimates that about \$500 million is doled out by customers for products and equipment to maintain lawns and flowers—fertilizers, insecticides, crabgrass preventers, etc. The figure doesn't include money spent for trees, garden vegetables, shrubs, patios and other ingredients of outdoor living.

Such a large market is attracting aggressive product marketers hoping to apply successful techniques in other fields to the lawn and garden area. One that is this season distributing nationally two new aerosol products is the Racine (Wis.) firm of Johnson's Wax.

A weed killer fired by pulling a trigger cap, and a rose and flower spray that can be sprayed upside down to hit leaf bottoms, are making debuts under the "Raid" name. Both represent the move of "convenience packaging" to the garden. The firm also is marketing in a few states a new type of spreader—a lightweight whirlwind model slung from the neck—that is supposed to cut fertilizing time in half using high-nitrogen products.

**PEN MILESTONE**—Fifty years is a relatively short time in the life span of many American business firms, but it is a significant milestone in the writing instrument industry. It was just a half-century ago that there was incorporated a company that today stands as one of the world's leading manufacturers of quality pens, pencils and accessories.

When W. A. Sheaffer began production in 1913 of the lever-fill fountain pen he had invented a few years earlier, his "factory" was a 12-by-14 foot room in the back of his Fort Madison, Iowa, jewelry store. Today, in the same community, W. A. Sheaffer Pen Co. plants cover an area of several city blocks and employs more than 1,400 men and women. Manufacturing facilities also are maintained in Canada, Aus-

## ECC Speech Students To Compete

Speech arts students representing the El Camino College forensics team will travel to the National Phi Rho Pi Speech Tournament at San Bernardino Valley College Wednesday for four-day junior college competition.

In the state championships, held recently at the University of California at Berkeley, Lynne Evans of Gardena won second place honors in oral interpretation, while Claudia Wilkens, Torrance, ranked fifth in the same event.

"As a whole, El Camino ranked ninth out of 23 schools," Jerry Borden, speech coach, commented.

tralia, Brazil, Argentina and West Germany.

More than 200 million fountain pens, ballpoints and mechanical pencils have been manufactured in Fort Madison since the company began operations, and unit production currently is at an all-time high, a Sheaffer spokesman reports.

Headlining the Golden Anniversary year product line is the firm's "Lifetime" fountain pen, guaranteed for the life of the original owner.

**THINGS TO COME**—Newest product to be marketed in pressurized aerosol-type cans: cheese, which is expelled by a

piston inside the can when the user touches the "dispense" valve. It's being launched in California. For summertime anglers, there's a blanket of sponge-type material that can be soaked in cool water, then wrapped around the box of worm bait; the resulting "coolth" keeps the worms live-

ly and fresh. Weather buffs soon will be able to purchase an electronic wind direction and velocity indicator that reportedly can measure velocity down to only half-a-mile per hour. The recording meters are housed in a mahogany cabinet that harmonizes with living-room furnishings.

**TOY PRICES EASING**—Family toy budgets are in for a break this year, right through Christmas. Trade experts at a recent industry convention in New York noted that manufacturers will be pushing playthings in the \$5-to-\$12 range particularly. Last year considerable marketing emphasis

went to toys priced at \$15 and up.

**BITS O' BUSINESS**—A Swedish firm marketing adding machines and allied products in the U.S. has started an advertising drive calling attention to the 50th anniversary of its founding. Trading stamp volume in the nation in 1962 rose to an estimated \$750 million, a gain of about \$50 million over the previous year.

**VON'S and Shopping Bag**

**SAVE CASH**

**USDA CHOICE RIB STEAKS**

All U.S.D.A. Choice Steer Beef... Custom Trimmed for Extra Value! Every Steak Tender, Tasty, Terrific!

**77¢ lb**

AND SERVE THE CHOICEST



**BEEF!**

Beef Is Your Best Buy This Week-End at Von's & Shopping Bag! U.S.D.A. Graded Choice Steer Beef, Custom Trimmed for Extra Value. Save Cash and Still Serve the Finest!

**Chuck Roast**

U.S.D.A. Choice Steer Beef  
A Family Pleaser... Anytime!

**33¢ lb**

**Choice Chuck Steaks** CENTER CUTS **45¢ lb**

**Fresh Ground Chuck** EXTRA LEAN **57¢ lb**

**Boneless Stew Beef** LEAN & TENDER **77¢ lb**

**Plate Boiling Beef** ECONOMICAL FOR SOUP **19¢ lb**

**Short Ribs of Beef** EXTRA MEATY CHOICE BEEF **33¢ lb**

Swift's Premium OR Von's Table King **BACON**

Hickory Smoked Brown Sugar Cured

**49¢**

SLICED 1-LB. PKG.

**Chuck Roast**

U.S.D.A. Choice Steer Beef  
A Family Pleaser... Anytime!

**39¢ lb**

**Boneless Clod Roast** SHOULDER CUT **77¢**

**Standing Rib Roast** THE KING OF ROASTS **77¢**

**WALDORF TISSUE**

3 4-Roll Packs

**1.29**

**FAB DETERGENT**

Featured on KTTV-11

GIANT SIZE 12c Off

**49¢**

**PORK & BEANS**

Hunt's—In Rich Sauce

300 CAN

**10¢**

**HEINZ KETCHUP**

Richer—Goes Further

REG. 14 Oz. Btl. HOT 12 Oz. Btl.

**17¢**

**VON'S MAYONNAISE**

With the Whole Egg

QUART JAR

**39¢**

**VON'S Shopping Bag**

**SAVE CASH ON FRESH PRODUCE**

**Asparagus**

EXTRA FANCY, ALL-GREEN TENDER YOUNG SPEARS

FRESH SPRING FLAVOR!

**19¢ lb**

**Niblets Corn** GOLDEN, WHOLE KERNEL 19-OZ. VAC-PAK CAN **5:11**

**Apple Sauce** REDWOOD EMPIRE FANCY GRAVY-STEIN, 24-OZ. JAR **29¢**

**Fruit Cocktail** LIBBY'S 303 CAN **2:39¢**

**Apple Juice** THE TOP-BLAGE CAN DRINK YOUR "APPLE A DAY" **5:11**

**Green Beans** FANCY FARMS CUT—303 CAN **7:11**

**Knorr Soups** WORLD'S BEST RECIPES 3-PACK... SAVE 27% **3:11**

**Fresh Carrots** FRESH & CRISP TOPS OFF! 1-LB. CELLO BAG **5¢**

**Fancy Broccoli** SPRING FRESH TENDER AND FLAVORFUL **12¢ lb**

**Golden Apples** EXTRA FANCY GOLDEN DELICIOUS **2:29¢**

**Liquor Features**

**Spirit of Kentucky** STRAIGHT KENTUCKY BOURBON

86 Proof **\$3.89**

**ROYAL VELVET** Canadian Whisky, 50 Pr. 5th **\$4.39**

**MILLBROOK GIN** Extra Dry, 86 Proof 5th **\$2.99**

**Bakery Specials**

VON'S BAKERY

**Honey Krunch Bread** MADE WITH PURE HONEY AND SAFFLOWER OIL LARGE 1-LB., 6 1/2-OZ. LOAF **31¢**

**CRESCENT DONUTS** Great for Dunking! Pkg. of 12 **37¢**

**VAN de KAMP'S**

Milk Chocolate Cake... \$1.05

Cinnamon Rolls Pkg. of 6... 29¢

Fresh Pecan Pie... 89¢

Chocolate Chip Cookies... 37¢

**SAVE CASH IN THE DELICATESSEN**

Farmer John All Meat

**Franks** **47¢**

**Borden's Biscuits** OVEN-READY Pkg. of 16 **7¢**

**Macaroni Salad** OUR OWN 10-OZ. CUP **29¢**

**Swiss Cheese** SWITZERLAND IMPORTED SLICED, 5-OZ. Pkg. **49¢**

**VEGETABLES**

Peas, Peas & Carrots, Mixed Vegetables, Cut Corn, Cut or French Green Beans, Leaf Spinach or French Fries.

FROZEN REG. PKGS. **5:89¢**

**DINNERS** Beef, Chicken or Turkey 11-OZ. PKGS. **39¢**

**RAPID SHAVE** PALMOLIVE Regular 98¢ Economy Size Aero-Can **66¢**

**VON'S and Shopping Bag**

Prices Effective Thru., Fri., Sat., Sun., Mar. 28, 29, 30, 31 Tax Added to Applicable Items

Kern's Plum Jelly 1/2 oz. <b>27¢</b>	SANITARY NAPKINS	M.J.S. Instant Coffee <b>95¢</b>	DUMAK Marshmallows 1-LB. CELLO PKG. <b>29¢</b>	CORN OIL MARGARINE 1-LB. Ctn. <b>37¢</b>	SCHILLING Black Pepper 2-oz. Can <b>25¢</b>	Minute Maid Grape Juice 6-oz. Can <b>6¢</b>	Punch "On the Stick" Hawaiian Punch 2-Lb. Pkg. <b>29¢</b>	Puff Pastries 1/2-oz. Pkg. <b>2¢</b>	Golden Shore Shrimp Creole 5-oz. Pkg. <b>39¢</b>
Maxwell House Coffee 1/2 lb. <b>63¢</b>	Kotex ALL SIZES PKG. OF 12 <b>45¢</b>	6-oz. Jar <b>95¢</b>	10-oz. Jar <b>1.29</b>	FLISCHMANN'S BUTTER 1-LB. Ctn. <b>37¢</b>	4-oz. Can <b>41¢</b>				
Thin-Flake Saltines 1 1/2 lb. <b>31¢</b>									
Lord & Lady Cat Food 3 1/2 lb. <b>3.35</b>									